# ORDER

**KOB**

**Orders**

| | | | |
|---|---|---|---|
| **Order / Rev:** | **165378** | | |
| Alt Order #: | | | |
| Product Desc: | Martin Heinrich 8/28-9/02 additional orde | | |
| Estimate: | 11720 | | |
| Flight Dates: | 08/28/12 - 09/02/12 | Primary AE: | Olivia Lawrence |
| Original Date / Rev: | 08/27/12 / 08/27/12 | Sales Office: | KOB |
| Order Type: | GENERAL | Sales Region: | Local |

**Agency**

| | | | |
|---|---|---|---|
| **Name:** | **Media Strategies & Research** | | |
| Buying Contact: | Suzanne Lorimer | Billing Type: | Cash |
| Billing Contact: | | Billing Calendar: | Broadcast |
| | 1580 Lincoln St Ste 510 | Billing Cycle: | EOM/EOC |
| | Denver, CO 80203-1507 | Agency Commission: | 15% |

**Advertiser**

| | | | |
|---|---|---|---|
| **Name:** | **Heinrich for Senate** | | |
| Demographic: | A35+ | New Business Thru: | 05/05/09 |
| Product Codes: | PL1 | Order Separation: | 00:15:00 |
| Priority: | 99 | Advertiser External ID: | |
| Revenue Codes: | AGY, POL, CAND | Agency External ID: | |

**Bill Plan**

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|---|---|---|---|---|
| 08/27/12 | 09/01/12 | 12 | $2,825.00 | $2,401.25 |

**Totals**

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---|---|---|---|---|
| September 2012 | 12 | $2,825.00 | $2,401.25 | 0.00 |
| Totals | 12 | $2,825.00 | $2,401.25 | 0.00 |

**Account Executives**

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|---|---|---|---|---|
| Olivia Lawrence | | | Start Of Order - End Of Order | 100% |

| **Order Share** | Share | Total |
|---|---|---|
| KOB | 26% | $2,825.00 |
| Market | 100% | $10,865.38 |

| **Competitive Share** | Share | Total |
|---|---|---|
| CABLE | 0% | $0.00 |
| KAPX | 0% | $0.00 |
| KASA | 9% | $977.88 |
| KASY | 0% | $0.00 |
| KAZQ | 0% | $0.00 |
| KBEI | 0% | $0.00 |
| KBIM | 0% | $0.00 |
| KCHF | 0% | $0.00 |
| KENW | 0% | $0.00 |
| KHFT | 0% | $0.00 |
| KKTO | 0% | $0.00 |
| KLUZ | 0% | $0.00 |
| KNAT | 0% | $0.00 |
| KNME | 0% | $0.00 |
| KOAT | 29% | $3,150.96 |
| KOBF | 0% | $0.00 |
| KOBR | 0% | $0.00 |
| KOCT | 0% | $0.00 |
| KOFT | 0% | $0.00 |
| KOVT | 0% | $0.00 |

| | | |
|---|---|---|
| KREZ | 0% | $0.00 |
| KRPV | 0% | $0.00 |
| KRQE | 36% | $3,911.54 |
| KUPT | 0% | $0.00 |
| KWBQ | 0% | $0.00 |
| UNKWN | 0% | $0.00 |



Order / Rev: 165378

Alt Order #:

Flight Dates: 08/28/12 - 09/02/12

Advertiser: Heinrich for Senate

Product Desc: Martin Heinrich 8/28-9/02 additional orde **KOB**

Estimate: 11720

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| N 1 | All | 08/28/12 | 09/02/12 | News 4 Today II 6a-7a<br>News 4 Today II 6a-7a | CM | M-F 6a-7a | --W-F-- | :30 | 2 | $350.00 | 4 | 0.00 | NM | 2 | $700.00 |
| | | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | | | |
| | Week: | 08/27/12 | 09/02/12 | --W-F-- | 2 | $350.00 | 0.00 | | | | | | | | |
| N 2 | All | 08/28/12 | 09/02/12 | M-F Today Show<br>M-F Today Show | CM | M-F 7a-9a | -T-T--- | :30 | 2 | $350.00 | 4 | 0.00 | NM | 2 | $700.00 |
| | | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | | | |
| | Week: | 08/27/12 | 09/02/12 | -T-T--- | 2 | $350.00 | 0.00 | | | | | | | | |
| N 3 | All | 08/28/12 | 09/02/12 | News 4 Weekend Sat 7a<br>News 4 Weekend Sat 7a-9a | CM | Sa 7a-9a | -----S- | :30 | 1 | $175.00 | 4 | 0.00 | NM | 1 | $175.00 |
| | | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | | | |
| | Week: | 08/27/12 | 09/02/12 | -----S- | 1 | $175.00 | 0.00 | | | | | | | | |
| N 4 | All | 08/28/12 | 09/02/12 | M-F Today Show II 9a<br>M-F Today Show II 9a | CM | M-F 9a-10a | ----F-- | :30 | 1 | $200.00 | 3 | 0.00 | NM | 1 | $200.00 |
| | | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | | | |
| | Week: | 08/27/12 | 09/02/12 | ----F-- | 1 | $200.00 | 0.00 | | | | | | | | |
| N 5 | All | 08/28/12 | 09/02/12 | M-F Today Show III 10a<br>M-F Today Show III 10a | CM | M-F 10a-11a | -T-T--- | :30 | 2 | $75.00 | 6 | 0.00 | NM | 2 | $150.00 |
| | | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | | | |
| | Week: | 08/27/12 | 09/02/12 | -T-T--- | 2 | $75.00 | 0.00 | | | | | | | | |
| N 6 | All | 08/28/12 | 09/02/12 | News 4 @ Midday M-F<br>News 4 @ Midday M-F | CM | M-F 12noon-1p | --W---- | :30 | 1 | $125.00 | 4 | 0.00 | NM | 1 | $125.00 |
| | | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | | | |
| | Week: | 08/27/12 | 09/02/12 | --W---- | 1 | $125.00 | 0.00 | | | | | | | | |
| N 7 | All | 08/28/12 | 09/02/12 | Judge Judy-P/ DR 4p/ 43<br>Judy Judy-P/ DR 4p/ 430p | CM | M-F 4p-5p | -T----- | :30 | 1 | $125.00 | 4 | 0.00 | NM | 1 | $125.00 |
| | | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | | | |
| | Week: | 08/27/12 | 09/02/12 | -T----- | 1 | $125.00 | 0.00 | | | | | | | | |
| N 8 | All | 08/28/12 | 09/02/12 | News 4 @ 5p M-F<br>News 4 @ 5p M-F | CM | M-F 5p-530p | --W-F-- | :30 | 2 | $325.00 | 4 | 0.00 | NM | 2 | $650.00 |
| | | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | | | |
| | Week: | 08/27/12 | 09/02/12 | --W-F-- | 2 | $325.00 | 0.00 | | | | | | | | |
| | | | | | | | | | | | | | Totals | 12 | $2,825.00 |

*Tax 1 Note: ABQ 7%.